



# Punjab Government Gazette

## EXTRAORDINARY

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### GOVERNMENT OF PUNJAB

#### DEPARTMENT OF INFORMATION AND PUBLIC RELATIONS

#### News Web Channel Policy

The 28th February, 2023

**PR. No. I/518664/2023.**—The Governor of Punjab is pleased to make the following Policy for the empanelment of News Web Channels, namely:-

1. **Short title and extent of POLICY.**—This policy may be called The Punjab News Web Channel Policy, 2022 and shall be applicable in the State of Punjab on and with effect from the date of its publication in the Official Gazette.
2. **Definitions.**— Unless there is something repugnant in the subject or context, the terms used in this Policy are in the sense explained hereunder-
  - (a) “Bankrupt or Insolvent” the term used in this policy shall have the same meaning as defined in clause (3) of section 79 of the Insolvency and Bankruptcy Code 2016;
  - (b) “blacklist” means debarring a News Web Channel from the privilege and advantage of entering into lawful relationship with the Government for purposes of gains;
  - (c) “Competent Authority” means the Director, Information and Public Relations, Punjab, or any other officer authorized as such by him for this specific purpose;
  - (d) “date of empanelment” means the date of issuance of letter of empanelment,
  - (e) “Department” means the Department of Information and Public Relations;
  - (f) “DAVP Rates” means the rates decided by the Directorate of Advertising and Visual Publicity, Government of India;
  - (g) “DPR Rates” means the rates decided by the Director, Information and Public Relations, Punjab;
  - (h) “Government” means the Government of the State of Punjab in the Department of Information and Public Relations;
  - (i) “News Web Channel” (hereinafter referred to as the 'Channel') shall include any internet based News Channel permanently engaged in disseminating news at regular intervals daily and verified by youtube and facebook platforms; and

(j) "State Government" means the Government of any State of the Union of India

**3. General and technical qualifications.**— Every Channel shall have to fulfill the following general and technical qualifications to be eligible for empanelment with the Department, namely:-

- (a) only Channels owned and operated by registered companies and firms with State Government or Government of India other than individuals shall be considered for empanelment;
- (b) the Channel or its owner or partners should not be bankrupt or insolvent ;
- (c) the Channel should not have been blacklisted or dis-empanelled by any State Government or Government of India. The applicant shall upload a self declaration to this effect;
- (d) the Channel should have continuously operated under the same name for a minimum period of one years;
- (e) the Channel should have at least One lakh subscribers on the date of submission of application for empanelment, by way of-
  - i. Combined verified Facebook and Youtube official handles or
  - ii. Verified Facebook official handle or
  - iii. Verified Youtube official handle;

Categories Structure	Facebook+Youtube Combined Subscriber base
Category A	3 million+
Category B	1 million to 3 million
Category C	100K to 1 million

- (f) the Channel has to submit the facebook analytics and youtube analytics report for a period of six months before the date of application;
- (g) the Channel should have uploaded at least one hundred fifty news videos or sound bytes or news items (VOs/News Capsules or interviews) with in the period of one month during the period of three months;
- (h) the Channel can have an office in Punjab or in Chandigarh;
- (i) All these channels must be in active operations from the last one year;
- (j) the Channel applying for empanelment shall submit a certificate that the information submitted is correct. It shall also certify that it shall abide by the decision of the Competent Authority regarding empanelment, rates, telecast etc. In case the information submitted by the applicant is found to be false or incorrect, in any manner, the empanelment shall be cancelled immediately;
- (k) the empanelment shall be non transferable.

**4. Procedure for empanelment.**—The applicant of the Channel shall apply to the Competent Authority in a prescribed Performa in Annexure I with all relevant documents as specified in Annexure II. After the submission of application by the applicant, the same shall be scrutinized by the department, which shall verify the documents submitted by the applicant, and after due satisfaction of the Competent Authority may empanel the Channel.

**5. Responsibilities of the Channel.**—

- (a) All the Government advertisements shall only be displayed on following categories of videos, namely:-
  - (i) Political Interviews or News;
  - (ii) Daily News Bulletins;

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- (iii) Debates or Discussions;
  - (iv) Special Editorial Interviews; and
  - (v) Punjab Specific News;
- (b) The advertisements on the following categories can lead to penalties or cancellation of empanelment of the Channel as specified in clause 9 and 10, namely-
- (i) Hate Speech;
  - (ii) Violent Content;
  - (iii) Adult Nudity and Sexual Activity, Intoxicants (Liquor);
  - (iv) Cruel and Insensitive Content;
  - (v) Personal Disputes;
  - (vi) False news;
  - (vii) Misrepresentation;
  - (viii) Anti –State/ Anti-National Content sharing;
  - (ix) Promotional interviews; and
  - (x) Any other objectionable Material.
- (c) The Channel shall be obliged to submit its bills (in hard copy and soft file), complete in all respects, within 30 days of completion of the campaign, along with certificates to the effect that the advertisement has been displayed or relayed on the Channel. The Channel shall also provide the entire schedule or log of the displayed or related advertisements along with youtube Analytics and Facebook Analytics and PDF files of the daily screenshots;
- (d) Online payments shall be made by the competent authority for only that period during which the advertisement was displayed or relayed at the DPR rates;
- (e) The Channel shall abide by all the instructions of the Government issued from time to time;
- (f) The Channel shall submit certified data regarding its views, after the interval of every Twelve months. The Department may, from time to time, recheck or assign any agency to review the data provided by the Channel;
- 6. Validity of the empanelment.**– The empanelment shall be valid for a period of Two years from the date of empanelment. The Competent Authority may extend the empanelment further for a period of one year at a time.
- 7. DPR Rates and Validity of the rates.**– Rates will be notified by DIPR.
- a. The minimum base rate fixed in a category for the Video ads would be offered to all applicant web channels in the category found eligible on the basis of minimum subscriber data.
  - b. The minimum base rate for the Aston Band Format ads would be offered to all applicant web channels in that category found eligible on the basis of minimum subscriber data.
  - c. The minimum base rate in category for the L Band Format ads would be offered to all applicant web channels in that category found eligible on the basis of minimum subscriber data.
  - d. All rates quoted will be net rates. However, applicable service Tax shall be paid extra.
- 8. Government Advertisement Format.**–
- (a) Aston Band Format: The advertisements shall be shared in animated aston band format to be used on videos exclusively for the Government;

- (b) Video ads: Video advertisements of duration of five seconds or more shall be embedded with particular videos as a part of the video with the given duration timing and it shall be the first advertisement inserted in such a video; and
- (c) L Band format: The advertisements in L Band format shall be displayed along with other advertisements on videos exclusively for the Government.
- (d) Advertisement shall only be inserted in a verified Facebook or Youtube Channel

**9. RELEASE OF ADVERTISEMENT TO SOCIAL MEDIA THROUGH DIRECTOR OF PUBLIC RELATIONS:-** All the advertisements in Social Media shall be routed through the Department of Information and Public Relations, which shall be the Nodal Agency for issuing advertisements. It shall be mandatory for all the Departments of Government of Punjab, Boards, Corporations, Local Bodies, Universities, Commissions and such other authorities/organizations and institutions etc. to issue all advertisements through the Nodal Agency.

The client department shall present demand/requirements for the media campaign. The Media plan for client departments shall be prepared by the Department of Information and Public Relations and the Department of Information and Public Relations shall be the final authority to decide media through which the advertisements are to be released and the client departments shall abide by it. Appropriate budgetary sanction would be made through client department.

**10. Suspension of empanelment.-** If any channel telecasts hate speech, violent content, adult nudity and sexual activity, intoxicants (liquor), cruel and insensitive content, personal disputes, false news, misrepresentation, promotional interviews or any other objectionable material, then it shall lead to-

- (a) immediate suspension of empanelment of the Channel by the Competent Authority; and
- (b) blacklisting of the Channel for a period as may be specified, but not less than six months, by the Competent Authority.

**11. Cancellation of the empanelment.-** The empanelment of the Channel shall be cancelled by the Competent Authority if-

- (a) the Channel refuses to carry an advertisement issued by the department at any time; or
- (b) the subscribers of a particular channel shall reduce by ten percent at any given point of time, until they qualify again:

Provided that where the Competent Authority passes an order under sub-clause (a) it shall not empanel the Channel again until after the passage of six months from the date of passing such an order:

Provided further that where the Competent Authority passes an order under sub-clause (b) it may, on a fresh application moved by the Channel, empanel it again on satisfactory compliance of the qualifications prescribed in clause 3 of this policy.

**12. Appeal.-** The Channel shall have the right to appeal before the Government, or any officer authorized by it in this regard, against any order passed by the Competent Authority under this Policy.

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**ANNEXURE -I****(See clause 4)****APPLICATION FORM FOR NEWS WEB CHANNEL SEEKING EMPANELMENT**

1. Name of the News Web Channel:  
(In block letters) \_\_\_\_\_
2. Place of functioning: \_\_\_\_\_
3. (a) Place of broadcast/telecast :  
and periodicity \_\_\_\_\_
- (b) Report of Facebook and:  
You tube analytic \_\_\_\_\_
4. Percentage of Punjab based news covered: \_\_\_\_\_
5. If affiliated with newspaper or TV channels:  
(Please specify name) \_\_\_\_\_
6. Permanent address in full  
(Copy of residence proof be attached) \_\_\_\_\_
7. Present address at place of work (in full) \_\_\_\_\_
8. Telephone Number of Office \_\_\_\_\_
- Residence \_\_\_\_\_
9. Mobile Number and e mail address \_\_\_\_\_

Signature of Applicant

**ANNEXURE II****(See clause 4)****Documents to be submitted for empanelment**

1. Application on the official letterhead of the firm for empanelment.
2. Authentic self attested document regarding subscription and followers of the channels.
3. Income tax return from last one year.
4. Company/Firm registration documents.
5. Copy of Facebook and YouTube analytics reports.
6. Self declaration on the information provided is accurate and authentic and you will abide by rules and conditions of the empanelment.
7. Address proof of the company.

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**Annexure III**  
**Performa for Empanelment**

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Particulars	Facebook	Youtube	Instagram	Twitter	Any other Platform (please mention in different column)
Number of Followers/ Subscribers					
Official URL					

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The 20th February, 2023

**RAHUL BHANDARI**  
Principal Secretary to Govt. of Punjab,  
Department of Information & Public Relations.

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